

<b>Notice of Allowability</b>	Application No.	Applicant(s)
	09/658,632	MEGIDDO ET AL.
	Examiner	Art Unit
	Jonathan Ouellette	3629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 11/22/2004.
2.  The allowed claim(s) is/are 1,2,5,7,9-12,14,15,18 and 19.
3.  The drawings filed on 08 September 2000 are accepted by the Examiner.
4.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
7.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date 20041020.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

## **DETAILED ACTION**

### ***Request for Continued Examination***

1. The Request filed on 11/22/2004 for Continued Examination (RCE) under 37 CFR 1.114 based on parent Application No. 09/658,632 is acceptable and a RCE has been established. An action on the RCE follows.

### ***Response to Amendment***

2. Claims 3-4, 6, 8, 13, 16-17, and 20-25 have been cancelled; therefore, Claims 1-2, 5, 7, 9-12, 14-15 and 18-19 are currently pending in application 09/658,632.

### ***Claim Rejections - 35 USC § 103***

3. The rejection of Claims 1-2, 5, 7, 9-12, 14-15 and 18-19 under 35 U.S.C. 103(a), is withdrawn due to applicant's amendment.

### ***Allowable Subject Matter***

4. **Claims 1-2, 5, 7, 9-12, 14-15 and 18-19 are allowed**
5. The following is a statement of reasons for the indication of allowable subject matter:
6. As per independent Claims 1 and 18, the prior art fails to teach or suggest a computer-based method for automatically receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and

wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal.

7. As per independent Claims 11 and 19, the prior art fails to teach or suggest a computer-based system (computer-based e-commerce method) for retrieving previously viewed Internet web-advertising comprising: wherein when a previously viewed web page stored in said computer storage is revisited as a new web page, said computer-based system dynamically retrieves and displays previous position specific ads upon automatically receiving a selection of a corresponding position of advertising in said new web page.
8. **Dustin (US 6,496,857)** teaches a computer-based method for enhancing the effectiveness of online advertising, said on-line advertising performed over a communication network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communication network, interconnecting said web site, ad web site and said remote terminal (Ad Management System)(Fig.1B). Furthermore, Dustin discloses processing a request of one or more web pages from said web site; automatically receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal; retaining in computer storage previously viewed web pages and associated one or more ads; processing a request of one or more web pages from said web site; automatically receiving one or more ads associated with each of said one or more web

pages and displaying said one or more web pages and associated ads at said remote terminal; retaining in computer storage previously viewed web pages and associated one or more ads; manually receiving a request to retrieve one or more previously displayed ads from said computer storage; receiving a request to retrieve one or more previously displayed ads from said computer storage. However, Dustin fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal.

9. **Slotznick (US 6,011,537)** teaches a computer-based method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, at least one remote terminal, and a communication network interconnecting said web site and said remote terminal, said method comprising the following steps: processing a request of one or more web pages from said web site; receiving one or more ads (secondary information) associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal (Abstract, C4 L38-67, C24 L10-49). However, Slotznick fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically

retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal

**10. Landsman et al. (US 6,317,761)** teaches a computer-based method, for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an add database (Ad Management System)(Fig.1B), at least one remote terminal, and a communication network interconnecting said web site, ad web site and said remote terminal, said method comprising the following steps: processing a request of one or more web pages from said web site; receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal; retaining in computer storage one or more ads associated with each of said one or more web pages displayed (C9 L50-67, C10 L1-55). However, Landsman fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and

ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal

**11. Jacobs et al. (WO 01/043014 A1)** discloses a system for receiving, storing and viewing advertisements (pg.8, L19-28) and displaying the advertisements in an advertisement link history window. However, Jacobs fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal; thus, failing to complete the link between the Landsman and the claimed invention

**12. Network News (“Cache on delivery – Web-caching is being touted as a way to ease congestion an avoid the cost of extra bandwidth. But, as Andy Donoghue finds, it is not without its problems.” Network News, p25, September 9, 1998)** discloses web-caching tools and techniques used for retrieving Internet data. However, Network News fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said

previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal

13. **Okita et al. (JP 09091215A)** discloses a system, which has an agency server, connected to a document perusal client through a network. A detector detects whether renewal of advertisement document stored in a cache memory is to be performed, based on the display priority of display candidate list being stored in a memory part of the client. An advertisement document transfer demand is transmitted from a document display management part to the agency server, during empty time of hypermedia document transfer. The transferred document is stored in a cache memory. The display management part selects an advertisement document to be displayed out of that stored in the cache memory and displays on a display device. The display is performed during the period, when the document is being transferred from the hypermedia document management server to the client. However, Okita fails to expressly disclose *automatically* receiving a request to retrieve one or more previously displayed ads from said computer storage; dynamically retrieving and rendering said requested one or more new ads and previously viewed ads at said remote terminal, and wherein when a previously viewed web page stored in said computer storage is revisited as a new web, differences between said new web page and said previously viewed web page are determined in terms of their associated hyperlinks, and ads associated with said new page and said previously viewed web page are displayed separately at said remote terminal

14. The remaining dependent **Claims 2, 5, 7, 9-10, 12, and 14-15** are considered allowable, as it is dependent and based off of an allowable independent claim.
15. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

*Conclusion*

16. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jonathan Ouellette whose telephone number is (703) 605-0662. The examiner can normally be reached on Monday through Thursday, 8am - 5:00pm.
17. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (703) 308-2702. The fax phone numbers for the organization where this application or proceeding is assigned (703) 872-9306 for all official communications.
18. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-5484.

  
JO  
December 2, 2004

  
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